

Films and Arts flipping the pages of the history

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Abstract— *The paper focuses on 11 historical films from 1950 till 2018 adapted from the real incidents that took place in the Indian history and it also explores the reason for the rise and fall, marketing strategies, the budget, awards, critic reviews, audiences reactions both in India and overseas etc of the films. Not all movies hold out the expectations of the audiences and the film critics, but as per the survey goes, most of the historical stories that are adapted to movies, are loved and appreciated by the audience and are declared to be the blockbusters. The sudden rise in curiosity to know about the past has built an opportunity for the cine world to explore on historical stories and presenting these stories in a grand style, adding their flavours of imagination. This has led a great interest among the producers to invest large sums with a confidence of a grand return.*

Keywords— *Audience and critic review, budget, hit/flop, historical stories/text adapted to movies, Marketing strategies, New Historicism.*

I. INTRODUCTION

Stephen Greenblatt's brilliant studies of the Renaissance are commonly associated with New Historicism. Indeed, his influence meant that new historicism first gained popularity among renaissance scholars who were directly inspired by Greenblatt's idea and anecdotal approach. This fascination with historical periods, leading to the increasing popularity of culturally and historically- minded studies. New Historicism underscores the impermanence of literary criticism. Current literary criticism reveals the beliefs of our times in the same way that literature reflects and is reflected by its own historical contexts. New Historicism acknowledges and embraces the idea that, as times changes, so will our understanding of great literature. India is considered to be one of the most culturally diverse Nations. People here are confused accepting Indian and western culture, they cannot be entirely western nor can they leave the Indianess (tradition and culture) that runs through their blood. The various excavations and research has led to a great spirit of enquiry among the people to know about their history but lack of time and tremendously busy schedule has become the reason they are unable to find time to go through

the historical text books. Thus bollywood has always played a vital role in serving beautiful historical stories with surprising combinations of reality and entertainment. Though the stories are from the history, what bollywood presents is, mostly adapted from the books. Most of the historical incidents are engraved in the papers which are then adapted to the movies. Now with the rise in demand for the knowledge about the past stories, the film industries are coming out with inventive ideas to the old stories, putting them into a sequence, briefing them down, adding grandeur with set, costumes, war scenes and making it an exceptionally phenomenal presentation of the past, that leaves the audience wordless. Therefore the movies are as follows:

Historical Movies from 1950 till 1999

II. CHAPTER - 1

2.1. Razia sultan – Mamluk dynasty that ruled Delhi during 1205-1240

It is a 1983 Hindi film, written and directed by Kamal Amrohi. A drama about loyalty sacrifice and love across class boundaries and also about a queen who falls for her servant and almost loses her kingdom in the bargain.

The story was not in the common language but a magical amalgamation of poetic Urdu and Hindi combination. The movie is about the first ever woman ruler in India and the various obstacles she has to withstand during her regnant. The huge set staging of the medieval period was a total treat to the eyes. The art is said to be the most outstanding part of the movie. The dialogue delivery was poetic and complex and became the sole reason for the failure of the movie at the box office. The budget was estimated as Rs.4-10crores, a massive figure for that time. Kamal Amrohi's opulent love saga about the first woman ruler of the Delhi Sultanate starred the reigning box office queen Hema Malini was big flop. It took almost seven years for the making of the film where, Amrohi was said to have gone heavily overboard with the grandeur and detailing of the film's sets. The film barely made Rs.2crore according to movie trade website IBOS Network.

The set almost took the audience in the time of history. Therefore, the classics are not resemblance by their

collections but this charm which still hunts the viewers. Razia sultan will be remembered as a historical classic, which depicted the art of movie making, while dealing with centuries old the subjects, but which have not yet lost their beauty. People watched this movie because it was a totally different genre of Hindi movies.

2.2. Mughal-E-Azam- The love story of Salim and Anarkali 1922 by Nasreen Munni Kabir

Grandeur is the exact word that defines this movie. The director Kasif had added glories to the bollywood history. The story had all popular elements- intense feelings, passionate lovers refuse to separate ,unrelenting parents and questions of social hierarchy and taboos, the unusual obstacles in the path of lovers in India ,be it stories or in real life.

Every thing about the movie, from its expensive sets and costumes, dramatic confrontation, dropping jaws battle sequences, romantic moments and the unforgettable tunes, lyrics, have resulted a permanent stay down resulting a huge success. The movie had the widest release of any Indian film up to that time. It broke box office records in India and became the highest grossing Bollywood film of all times. It was appreciated by National Film Award and three Filmfare awards and 8th Filmfare awards. It became a major commercial success, earning 55 million where the budget was 10.5 to 15 million.

Critics

The movie was a universal acclaim from Indian critics. Since 2000, reviewers have described the film as a “classic”, “benchmark” in the history of Indian cinema. British film institute noted the depiction of religious tolerance and said that the film had a tender heart. Nasreen Munni Kabir compared the film to the Koh-I-Noor diamond.

Reviews of the audience

The people were amazed by the historical presentation of Indian culture and were deeply influenced by the rich tradition that the movie unfolds. The emotions of love that was expressed through the poetic words in the movie had a different aura that can mold and melts anyone who watches the movie. This movie is said to be one of the classics ever presented by bollywood till date. People talk about the touch of communal harmony enjoyed by the people of those times. The aristocracy presentation of India during the Mughal Period again adds cherry on an ice-cream.

2.3. Jhansi ki Rani- Jhansi ki Rani by Vrindavan Lal Verma

Produced and directed by scholar Modi, the film was dubbed in English as *The Tiger and the Flame*. The story was largely adapted from Vrindavan Lal Verma’s Hindi novel, *Jhansi ki Rani Laxmi Bai* 1946. The film was praised by the media because the presentation of the minute details of historical events.

But, shockingly the public could not connect and somehow just rejected the 35years old Mehtab’s portrayal of the 29 years old queen. Modi, however, had to fare a failures of around Rs1crore.

2.4. Amrapali- Old Pali text and Buddhist Jataka tales 1500 years ago

A historical Hindi film directed by Lekh Landon is the remaking of 2500-year-old tale did not happen to be a commercial success, but is consider a classic in every sense. The songs and their lyrics were ever lasting. The heroine of the movie was the centre of attraction. Her costume design matched with her play. She simply carries the movie on her shoulder with her acting and dancing. While everything was perfect, yet, the film turned out to be a flop at the box office. The reason might be the deviation from the original story. It was Bimbisara who was Amrapali’s lover and not Ajatsatru. The film was selected as the Indian entry for the best foreign language film at the 39th Academic Awards but was not accepted as a nominee. Though the film was not a commercial success, but in time, it started being seen as classics and is remembered not just for its dramatic cinematography of war scenes but also for Bhanu Athaiya’s costumes for which she travelled to Ajanta caves.

III. CHAPTER -2 MOVIES FROM 2000

3.1. Asoka – Asoka ruled entire Indian subcontinent from 268 to 232BCE.

This movie was a blockbuster and no doubt that the investment was also a huge for the movie. The music and lyrics of the songs were magnetized. Costumes, set designs were lavishly portrayed, giving the timeless look of elegant simplicity to haunting visuals in soft muted colours in subtle harmony with the luxurious foliage. As per the reviews, the script was not amazing but somehow the performances and the set goes one better than other movies. As far as the history or story is concerned there were minor failings, except that it was an superb film, and even today one can wander the sand dunes of the river Dayer in south western Odisha and experience the Asoka battlefield.

The budget was 12.50crores. It was widely screened a crossed the United Kingdom and North America. Therefore, the movies grossed around 19.33crores in India and

8.64crores in other countries. It was the 13th highest grossing bollywood film in India and other countries in 2001.

Critics

The portrayal of Asoka in the film proved controversial in India. It was critically acclaimed by both in India and overseas. Petet Bradshaw of *The Guardian* called the film “a big, brash and deeply enjoyable Bollywood epic”. Neil Smith described it, “elements of both *Gandhi* and *Brave heart*, *Asoka* is a big, sprawling epic that looks every rupee it took to bring it to the screen”.

3.2. Taj Mahal- (Mughal emperor reigned from 1628 to 1658)

An eternal historical romantic love story directed and produced by Akbar Khan in 2005. It is a tribute to Shah Jahan and Mumtaz who are considered to be the embodiment of pure love. The film sketches their love story that eventually leads to the construction of Taj mahal.

The film was unsuccessful to hit at the box office and was pilled away from cinemas in just 2 weeks. The budget of the movie was 50crores where the producer and directors of the movie considered poor marketing was the sole reason for the flat fall of the movie; a lot many people were unaware about the release of the film. Hence, its collection of the box office world wide was only 4crores.

3.3. Jodha- Akbar- Marriage took place on 6th February 1562

It is a 2008 Indian historical romance, co-written, produced and directed by Ashutosh Gowariker with Hrithik Roshan and Aishwrya Rai as the leading characters.

The film centres on the romance between the Mughal emperor Akbar and Rajput princess Jodha Bai. It can be said that it was a critical commercial success. The film’s budget was Rs40crores and it had easily hit the box office because the collection was around Rs115cores.

The film won the audience award and five Filmfare awards. The movie was a hit not only for its story line, but it was perfect output in all manners (set, costumes, ornaments, directions etc).

As far as the history is concerned some Rajputs claimed that Jodha was married to Akbar’s son and many more said that Akbar’s Rajput wife was never known as “Joddha bai” during Mughal period. But the director says that he consulted the best historians and had a rigorous research on the story and presented what is there in the historical text. There are different names used for Akbar’s wife, Jodha being one of them. All in all the entire movie was loved and

appreciated by every one making the film to be a huge success at the box office.

Critics

As far as critics are concerned Anil Sinanan of *The Times*, gave a four out of five stars. Rajeev Masand of CNN-IBN gave four out of five stars commenting: “I’ve never felt this way about any other films but sitting there in my seat watching *Jhodha Akbar*, I felt privileged as a moviegoer. Tajpal Rathore of BBC gave a four out of five highly praising the film. The film talks about a love that transcends all barriers –gender, religion culture and dreams of an India where secularism and tolerance are the twin towers that should never ever crumble.

Audience reviews

Audience’s feedback is considered to be one of the most valuable viewpoints for the movie makers of today. The movie clicked the demands of the public they believe it to be a timeless classic, epic movie where no Indian cinema has ever evoked such a strong mixture of emotions till date. The songs, Jashn-e-bahara and Khwaja were superbly shot. The sum total of a 3 hrs of movie is worth watching that has the capacity to glue the audience to their seats for 180 minutes.

Whereas some youth consider the script to be mediocre, the pace of the narration is uneven and they expected much more from the director because of his past movies. Some say it to be a 3 hrs of torture. And they found some major flaws like Akbar is shown as a kind hearted person who refuses to kill the prisoners of the war and it is the same Akbar in 1568 who ordered to kill around 40000 innocent people of Chittor after the victory. Again the movie showed Mughals arrival in 1470 which is grossly false saying Akbar was the first Mughal to enter India in 1526AD defeating Lodhis in the first battle of Panipath. Though with some flaws here and there the movie almost had positive thumbs up by the audience.

Marketing strategy

The portrayal of ethnic Rajput in the movie was criticised by members of the Rajput community as misleading, politically motivated historically revisionism that minimised Rajput history. The community protested in some states led to the film banned in states of UP, Rajasthan, Haryana and Utarakhand. However, the producer went to the Supreme Court to challenge it. Later the ban was lifted by Supreme Court. This incident raise others curiosity for the movie.

Jodha Akbar is a leisurely and overdrawn film, which is nevertheless magical for good past.

3.4. Bajirao Mastani- The story is about Maratha Peswa Bajirao 1700-1740 AD and his 2nd wife.

Bajirao Mastani is a 2015 Indian Epic historical romance film directed by Sanjay Leela Bansali the film was jointly produced by Bansali and Eros international Kishore lulla. It's leading character Ranveer Singh, Deepika Padukone and Priyanka Chopra. The movie is based on the Marathi novel "Raav" by Nagnath S.Inamdar the Maratha Peshwa Bajirao(1700-1740Ad) and his second wife Mastani. This was an ardent project for Bansali who spent almost 11 years working with the story before being revived in 2014. Extensive research was done, before moving into pre-production. The film has been noted for its scale, grandeur and attention to detail. With budget of Rs1.45 billion, including marketing and advertisement, it is one of the most expensive Hindi films of bollywood. It has grossed over Rs3.56 billion at the box office becoming major commercial success.

The movie won seven national film awards; it received a leading fourteen nominations at the 61st film-fare awards and won 9 awards.

Public reviews

There is no end to the appreciation that *Baji Rao Mastani* received from its audience. The movie goes had never imagined that something like this would ever serve to them by the film industry. No doubt the movie hit the bull's eye and declared to be a huge success from the box office. The movie had already spread its craze among the audience a decade ago. People are more amazed with Bansali's direction in the movie the characters are nicely written out. Art and costume design are flawlessly done. Even the action sequences are fabulously executed. This movie is honoured telling it as a support system to the depleting hopes of bollywood movies. Everything in the movie was exactly what can keep the audience tied to the seat for next 2 and half hour. Even the youth were amazed with such presentation of gradure and expect a lot more from bollywood in near future.

Film critics

As far as film critics are concerned they gave a positive critical feedback. Where Subhash K. Jha, gave a five star calling it to be a master piece, Anupam Chopra from Hindustan Times gave a four star. The times of India also gave a four grand painting- Taran Adarsh from bollywood hungama gave four stars describing it to as "a cinematic gem". Zee news also gave four stars; this folklore will restore the drama lovers back in their expectation block. Ananya Bhatt Acharya of India Today also rated it three and

a half stars. Rajeev Masand described the film as "artistic but exhausting and was critical of the film's length. In a whole the film story characterization, direction, acting, places were just perfect which gave a grossing over 2.85 billion in India and over 1.02 billion in the overseas market world wide. The film had a remarkable opening and had maintained strong box office run on week days.

As per an article by *Quartz*, the 'love story' of *Bajirao Mastani* is almost "entirely fictional" and many things that has been portrayed in the cinema was to some extent true according to historians.

Marketing

Bajirao Mastani was one of the most anticipated released of 2015. On 15th July 2015 before the teaser released, producers shared the first images of the three characters and a teaser poster of the film. This teaser garnered high praise from all quarters calling it to be "grand epic". As part of the promotion a multi episode graphic web-series- India's first titled blazing Bajirao was released digitally in November 2015. even before the movie release the film has recovered all production cost- 1.20 billion from sale of its satellite rights, nu sic rights and overseas rights being sold for Rs 500 million and 700 million respectively. Hence the film released on 18 December 2015 over 2,700 screens world wide. Bajirao Mastani had its world television premiere on 23rd April 2016 on colours.

3.5. Mohenjo-Daro: civilization thrived in Mohenjo Daro around 2500 BCE.

It is a 2016 Indian epic romantic adventure film, written and directed by Ashutosh Gowariker, produced by Siddharth Roy Kapur for UTV motion pictures and features Hrithik Roshan and Pooja Hegde in the lead roles. It is a cinematic presentation based on the ancient Indus Valley civilization and its city Mohenjo-Daro, a UNESCO world heritage site, located in sindh, Pakistan. The film was released world wide on 12th august 2016.

The budget of the movie was 115crores where it grossed Rs102.53crores world wide gross was Rs107.75crore including 80.56 in India and 27.19crore overseas. Having a lifetime net of Rs53.66crore the film was declared a "Flop" by box office India.

There were mixed responses by the critics with an average ratings of 5/10.the movie is said to be criticised because for its historical inaccuracies, of several elements.

Audience

People liked Hrithik Roshan's performance and even said that the section of romance is breathtaking. The beautiful

sets and mesmerizing songs are the highlights. The movies had a mixed review where some liked the songs and the set and others were disappointed by too much of action scenes in the first part itself. All in all, audience are more or less only concerned about their entertainment they are more excited about something that is coming from history and their excitement leads them to watch and wait for more historical movies.

Critics

There was a mixed response from the critics. It was basically criticised for its historical inaccuracies. On the review aggregation website *Rotten Tomatoes* the film has a rating of 43%, based on 7 reviews, with an average rating of five out of ten. *Metacritics*, which uses a normalised rating, gives the film a score of 39 out of 100, based on 4 critics, cementing “generally unfavourable reviews”.

Marketing

It was released in 2600-2700 screens in India. The film before the released to public had been honoured by selection as the closing film of 69th Locarno international films festival in Switzerland. It was screened at the Piazza Grande, immediately before Locarno’s award ceremony.

It was screened at the 45th annual conference on south Asia in Madison Wisconsin (US) on 23rd October 2016. A special screening of the film was also arranged for the officials of the information and Broadcasting Ministry in New Delhi on 18th Sep 2016.

3.6. Baahubali-1 (The beginning)

In the ancient India, an adventurous and daring man becomes involved in a decades old feud between two warring people. *Baahubali*, an action movie of 2015 directed by S.S Rajmouli and produced by Shobu Yarlagadda and Prasas Devineni and was shot in Telugu and Tamil. The star cast are Prabhas, Rana Daggubali, Anushka Shetty, and Tamana in the lead role.

Baahubali is said to be a collection of fragmented stories of the history and is very intelligently compiled into film story. As the film starts and proceeds we can connect things or it reminds us of something we have seen or heard before. The story is related to Rishabhanatha and his son Yadabharata and Baahubali from Jain mythology which appears in multiple sources like the Bhagvat Puranas, the Rig Veda and the Jain text Adi Purana which was written in the 10th century by Adi Kavi Pampa. There are many scenes of the movie that is the representation of history. The film was critically acclaimed and broke all the records of the box office to be most successful movie till date. With the world

wide box office grossed of Rs650crores it became the highest grossing film in India, third grossing Indian film world wide.

It won the national award for best special effects and best feature film, and became the first Telugu film to win this award. It became the first Indian film to be nominated for Saturn awards, receiving five best Fantasy film and best supporting actress.

Marketing

Marketing of the film started 2 years before the shoot by S.S.Rajmouli with the audition campaign in Face book and you tube. Number of short promotional making of videos was released on Arak media works. A co splay event was held in which chosen winner were given a chance to visit the sets of the film. The film’s unit also launched a whatsapp messenger to give regular updates about the film to subscribers. Guinness book of world records approved the posters created during the audio launched of Baahubali in Kochi on June 27th 2015 as the world’s largest posters. A special skit was performed by the Baahubali team for the event named Memu Saitham to help the victims affected by cyclone ‘Hudhud’. Producers have even planned to create a films museum at Ramoji film city Hyderabad and are expected to be ready before the release of Baahubali. There were certain controversies relating to the Tamil version with the words used in the film. Dalit group Puratchi Pirandhavan words considered derogatory against Dalits.

Critical responses (India)

Saibal Chatterji of *NDTV India* rated the film 3 out of five stars and stated “the spectacular universe that the film conjures up is filled with magic but the larger than life characters that populated its extraordinary expanse do not belong to any known mystic landscape.

Shubra Gupta of *The Indian Express* praised the film; Baahubali holds many promises of adventure and romance, love and betrayal valour and weakness and it delivered magnificently. In her review for *The Hindu*, Sangeeta Devi Dundoo wrote “the war formation that forms a chunk of the latter part are the best Indian cinema have ever seen. The waterfall the mystical forests add to the spectacle”. Deepanjana Pal of *First Post* called “the movie’s choreography was breath elements on the warriors’ who approached warfare in 2 distinctive styles. Though it was not something new but with use of clever tactics and twist it can easily kept the audience hooked”. Rachit Gupta of Filmfare gave four out of five stars and summarised, “Baahubali is truly an epic experience.” Had the story not

been so jaded this would've gone into the history books as an all time classics.

Overseas

Lisa Tsering based on the *Hollywood Reporter* wrote it was an unusual story about a child but with the confident hands accomplished south Indian director the tale gets potent new life in Baahubali.

Mike McCahill of *The Guardian* rated the film four out of five stars saying it to be carry out in a wide eyed and wondrous, blockbuster.

The beginning is one of the films featured in BBC's documentary on 100 years Indian cinema directed by Sanjiv Basker.

Audience

Baahubali- the Beginning is a perfect and perhaps the most perfect film of Indian Cinema ever. It's a sort of film that cannot be missed on the big screen. Besides, the part two will be coming soon in 2016. People were really unable to control their excitement and have been thinking about it since the time they left the seat. It's a sort of film that is truly great, amazing and good enough that one will be left stunned forever. Definitely a mega BLOCKBUSTER!

Rajamouli's magnum opus has been designed on a very high scale, be it, its production design, visual appeal, background score or narration. The war sequences shot in the movie gave feeling of Mahabharata (Even Rajamouli has mentioned in the media during his interviews that he was highly inspired from the epic Mahabharata). Some awe-inspiring visuals gave people goose bumps, especially magnificent waterfall shots and palaces.

3.7. Baahubali 2- conclusion

Baahubali the conclusion, also known as *BB2*, is an Indian fantasy action film directed by S. S. Rajamouli and written by his father K. V. Vijayendra Prasad. It was produced by Shobu Yarlagadda and Prasad Devineni under the banner Arka Media Works. The second cinematic part in the *Baahubali* franchise, it is the follow-up to *Baahubali: the Beginning*, serving as both a sequel and a prequel. The film is set in medieval India and follows the sibling rivalry between Amarendra Baahubali and Bhallaladeva; the latter conspires against the former and has him killed by Kattappa. Years later, Amarendra's son returns to avenge his death.

Kanniks kannikeswaran writes the characters resemble those "from Chanda mama issues from the 1960s and 70s" and feels that the "plots and subplots that bear distinct similarities to themes from the Ramayana and the Mahabharata." He calls Amarendra the "perfect Rama,"

while calling Bhallaladeva Duryodhana incarnate" Bijjaladeva is compared to Shakuni, while the death of Bhadrudu is compared to Jayadratha's death in the Mahabharata. Kannikeswaran also feels that the film has visual parallels with *The Lion King*, while also noting the similarities with *Mulan*. Writing about the similarities with the latter, he states, "Mulan pins a villain to a roof where he is reduced to ashes right in the midst of a firework display. The evil Bhallala is pinned with a sword to the 'Chita' pyre that consumes him in the final frames of the film." He calls the film "Shivocentric," noting the appearance of a 'Shivatandava stotra' and that Shiva is the tutelage deity of Mahishmati. The main character is healed by Shiva in the end of the film, while noting Ganesha also makes an appearance in a fire ritual. *The Conclusion* was the 61st highest-grossing film of 2017, grossing over Rs14.169 billion in India and over Rs2.89 billion overseas, for a worldwide gross of Rs17.065 billion by September 2017. *The Conclusion* won the Telstra People's Choice Award at the Indian Film Festival of Melbourne, and K.V. Vijayendra Prasad won the Global Indian Impact Icon Award for *The Conclusion* at NRI of the Year Awards. The CNN-IBN Indian of the Year Awards (2017) for Outstanding Achievement in Entertainment was given to Team Baahubali. Prabhas, Shetty, Keeravani, Rajamouli were nominated for Favorite Hero of the Year, Favorite Heroine of the Year, Favorite Music Director and Favorite Director respectively. *The Conclusion* also has a nomination for the Saturn Award for Best International Film at the 44th Saturn Awards. At the 65th National Film Awards, it won in three categories: Best Stunt Choreography, Best Special Effects and Best Popular Film Providing Wholesome Entertainment

Critics

India

The film received positive reviews and response from both the critics and audience. Rachit Gupta from Filmfare gave the film a rating of four point five out of five, stating, "SS Rajamouli's much-awaited sequel is the kind of movie Indian cinema should make regularly. It's the kind of sweeping magnum opus that Indian mythos and culture deserve.

Dipanjan Sinha of *Hindustan Times* gave the film a rating of three out of five stars, praising the film's cinematography and special effects, but found faults with some of the female characters. Taran Adarsh of *Bollywood Hungama* rates the film four point five out of five stars and praises the performance of the cast, writing, "It's a feast for moviegoers and has the trappings to make all generations its fan."

Overseas

Simon Abrams of RogerEbert.com gave the film a four out of four rating and writes the film "is everything I want but rarely get from superhero and big-budget fantasy movie" adding "the fight scenes are so creative that they make even the most frequently abused creative shortcuts seem novel, everything from computer-generated imagery (CGI) to speed-ramping. You care what happens to the cast as they, aided by wires, hurl volleys of arrows at disposable minions and CGI animals." Anita Iyer from *Khaleej Times* rates the film three point five out of five stars and writes, "What stands out in the film is the powerful star cast. Enough has been said already about the acting prowess of Prabhas but he has an equally supportive cast to hold the film. Ramya Krishnan as Sivagami is known for her impressive acting talent and proves her mettle here.

Marketing

The Conclusion was also promoted extensively on social media platforms including Facebook, Twitter and Instagram. Upon being asked about the film's marketing, Yarlagaadda said, "The idea was to engage with different demographics, who are interested in different things. If you are into technology, then Baahubali VR becomes a driving factor for you to watch the film; if you are into graphic novels and gaming, we had plans to address those needs too." A graphic novel titled *Baahubali – the Battle of the Bold* was released digitally on 28 February 2017. Rajamouli approached Anand Neelakantan to write a series subtitled *Before the Beginning*. The first novel in the series, titled *The Rise of Sivagami*, was released on 7 March 2017. 25-member marketing team at Arka was responsible for marketing *The Conclusion*. On 30 September 2016, the logo of Baahubali 2 was revealed along with the tagline 'Why Kattappa Killed Baahubali'. On 22 October 2016, the first look poster of the film was released on the birthday of Prabhas.

3.8. Padmavati- Rani Padmini in 13th and 14th century in India

Padmaavat is a 2018 Indian epic period drama film directed by Sanjay Leela Bhansali. Loosely based on the epic poem *Amravati* by Malik Muhammad Jayasi, it stars Deepika Padukone as Rani Padmavati, a Rajput queen known for her beauty, knowledge and intelligence. The wife of Maharawal Ratan Singh, played by Shahid Kapoor. Sultan Alauddin Khilji, was played by Ranveer Singh, on perceiving about her beauty attacks her kingdom to claim her. *Padmaavat* also took inspiration from other

earlier adaptations of the epic, including Bengali literary adaptations from Kshirode Prasad Vidyavinode in 1906 and Abanindranath Tagore in 1909, the Tamil film *Chittoor Rani Padmini* (1963), and the Hindi film *Maharani Padmini* (1964). Due to many controversies the film had to delay in the release. Box Office India declared the film's budget to be Rs215crore which makes it the most expensive Hindi film and one of the most expensive Indian films ever made. As of 6 February 2018, the film has crossed Rs4 billion worldwide, making it one of the top 10 highest grossing films in India of all time Its domestic net income was Rs275crore in the fourth weekend of its run. The film has grossed Rs585crore worldwide.

The film became controversial during production. Several Rajput caste organizations including Shri Rajput Karni Sena and its members had protested and later vandalized the film sets claiming that the film portrays the Padmavati, a Rajput queen, in bad light. The Supreme Court dismissed a petition calling to stop the film's release citing the freedom of speech and expression.

Critics

India

Padmaavat opened to mixed critical reviews upon release. Taran Adarsh of Bollywood Hungama gave four point five stars and said, "On the whole, *Padmaavat* is a remarkable motion picture experience that's backed by proficient direction, spellbinding screenwriting and superlative acting. A pre-screening of *Padmaavat* in November 2017 for some journalists, including Arnab Goswami and Rajat Sharma, who praised the film and described it as "the greatest tribute to Rajput pride." Rajat Sharma particularly praised Singh's performance as Khilji. Kunal Guha of *Mumbai Mirror* gave three point five stars but criticized Padukone's and Kapoor's performances giving three point five stars, Sushant Mehta of *India Today* panned Padukone's and Kapoor's performances calling them "mediocre" while terming Singh's "unconvincing"

Overseas

Mike McCahill of *The Guardian* gave four stars and said, "It's not just the extravagance that catches the eye, but the precision with which it's applied. Every twirl of every sari and every arrow in every battle appears to have been guided by the hands of angels. Such excess could have proved deadening, but dynamic deployment of old-school star power keeps almost all its scenes alive with internal tensions." Rahul Aijaz of *The Express Tribune* rated four point five out of five stars; he too praised the film and said

that it "doesn't set up false expectations and then disappoint" due to "perfect storytelling", and "memorable performances"

Audience review

Most of the cine goers have given the Sanjay Leela Bhansali directorial the thumbs up. While Ranveer Singh's portrayal of Sultan Alauddin Khilji seems to have won over everyone, Deepika and Shahid's performances too were appreciated. They have been praising Ranveer's menacing performance saying, "He has played Khilji amazingly well." Many others too were in praise of the Bollywood viewer with another saying, "He's pulled off the dark role really well and he was perfect for the role."

When asked about the controversy surrounding 'Padmaavat', the public clearly felt that the allegations were "baseless" and denounced the activities of the fringe groups. 'Padmaavat' was in fact all about glorifying the valour of the Rajputs as they said, "The film has shown the Rajput's valour and bravery. It portrayed their courage and how they're absolutely fearless."

IV. CONCLUSION

Movies to a great extent portray our society. It is said that people in India love watching films because of the entertainment but the truth is nothing would be felt such interesting until and unless we are connected with the situations. Historical movies are being liked a lot by the audience now a day simply because of the rich and powerful culture and tradition we used to have and the leadership our kings and the queens possessed are the center of attraction of the historical movies. People, now days, are keen to know about the past and are appreciating the work of the entire cast and crew. Every historical movie is somehow related to the historical events or the related historical incident engraved in the text. So, History is an important asset for the development of a nation. Fanon, in his book "The Wretched of the Earth" has rightly said that the first step for 'colonials' is in finding a voice and an identity is to reclaim their own past. One has to reclaim its past and value its own history. People at present specially the youths are more concern about the past, (society, kings, queens and their leadership qualities, their feelings and emotions, their strong relationships, their culture and tradition etc). This might be the reason for the various adaptations done from the history in the Indian films industries now days. In the present era each individual is lost in the crowd, feels lonely, alienated and lost, finds a intense connection, watching those historical stories. Where these kinds of movies delight them by showing the strong bond that was there in a family the intense feelings of love, and the emotions that carried out

through out the movies at the same time the historical sets with the touch of incredible imagination, the grandeur presentation of a hero that resemblance the past are all included as the reason for the rise of the historical movies in the recent years.

The subjects related to the histories touches the heart of the audience and somewhere they feel proud to have a past with such great personalities. The historical subjects with the touch of breathless imagination amaze the audience and this is a vital reason why people are enthusiastic to watch such movies.

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